

APPENDIX E-1

NATIONAL DAIRY BOARD AND DAIRY MANAGEMENT INC. CONTRACTS REVIEWED BY USDA, 2001

Contractor

Initiatives

ADVERTISING AND MARKETING

Affina Corporation	"Real Seal" Certification Program
American School Food Service Association	School Foodservice Publications
	School Milk Pilot Activities
Bozell Group, LLC	Advertising Services
	Cheese Foodservice Activities
Broadcast Traffic and Residuals, Inc.	Fluid Milk and Cheese Broadcast Materials and Talent Activities
DDB Worldwide Communications Group	Cheese Creative Advertising / Media Planning Services
Information Television Network	Discovery Health Network Series
Inland Printing Company, Inc.	Milk Merchandise Material Production and Distribution
	Warehousing and Production of Creative Materials
	DMI E-Commerce Website Activities
	DMI Materials Website Development and Maintenance
	DMI Communications Toolbox Production and Collation
J. Brown and Associates	DMI Cheese Co-Marketing Program
Kubin Nicholson	Outdoor Paper Production and Warehousing Activities
MS Data Step	"Real Seal" Internet Site Updates
Marketing Drive Worldwide	School Foodservice and Cafeteria Promotional Activities
Media Management Services	School Marketing Strategic Planning
Olson Communications	School Foodservice Merchandising Materials
	Mealtime Sampler Activities
School Food Service Foundation	Foodservice Program Activities

PUBLIC RELATIONS AND NUTRITION EDUCATION

Association Partners Plus	Communications and Education Program
BSMG Marketing Communications	Public Relations for Milk, Dairy Image, and Nutrition Education
	Creative/Coordination Activities for Odyssey of the Mind Exhibit
Connecticut Marketing Associates	Category Management Newsletter Activities
Creswell, Munsell, Fultz, and Zirbel	DMI Annual Report Video, DMI Newsletter Project, and
	Industry Relations Activities
	Dairy Confidence Activities
Edelman Public Relations Worldwide	www.dairynutrition.com Website Development and Maintenance
	Dairy Spokesperson Network Activities
	NCI/DMI Cheese Nutrition Program Activities
	Cheese Television Ad Launch Activity
	Cheese and Butter Public Relations Activities
	Cheese Product Publicity Activities
	Butter Communications Program Activities

**NATIONAL DAIRY BOARD AND DAIRY MANAGEMENT INC.
CONTRACTS REVIEWED BY USDA, 2001 (CONTINUED)**

Contractor

Initiatives

PUBLIC RELATIONS AND NUTRITION EDUCATION (Cont'd.)

Flair Communications Agency	Destination Imagination Program Development
	Fluid Milk Sales Promotion Activities
Fleishman Hillard	Reputation Management Program
I-Site Web Design	Website www.familyfoodzone.com Maintenance
Jerry Dryer Group	Dairy Issues Management Activities
Media Management Services	Pyramid Café/Pyramid Explorations Newsletter
OM Association/Destination Imagination, Inc.	Destination Imagination Sponsorship
Tucker-Knapp	DMI Customer Service Technical Liaison
	Industry Relations Planning Activities
	Technology Transfer Marketing Program Activities
	Extraordinary Dairy Marketing
	Nonfat Milk/Whey Program Activities
	Prepared Foods New Products Conference
Weber Shandwick Worldwide	Reputation and Issues Management
	Crisis Preparedness
	Animal Health Message Testing
Willard Bishop	Expanding the Reach of Dairy Educational Series

EXPORT

American-Mexican Marketing	Mexican Market Representation and Program Activities
	Domino's Pizza Cheese Promotion
Arab Marketing Finance	Middle East Market Representation and Program Activities
Contacts International Consulting, Ltd.	South American Market Representation and Program Activities
Eastern Strategic Consulting Ltd.	China/Taiwan Ice Cream and Cheese Market Analysis
Functional Ingredients Research, Inc.	Korean Whey Nutri-Marketing Conference & Trade Mission
Global Trade Information Services	Purchase of <i>World Trade Atlas</i>
International Dairy Foods Association	Update of USDEC Export Manuals
International Trade Services	Update of USDEC's International Reference Manuals
IntNet	Korean Market Representation and Program Activities
J.J. Keller and Associates	Update of USDEC Export Manual
	Addition of CODEX Milk Standards to Export Manual CD-ROM
Jerry Dryer Group	USDEC International Communications Activities
LFRA, Ltd	U.S. Cream Cheese and Mozzarella Cheese Comparison with Similar, Leading Cheese Products from Different Origins
Landell Mills	Canadian Whey/Lactose Market Development Study
Levitt Communication	USDEC Membership Services

**NATIONAL DAIRY BOARD AND DAIRY MANAGEMENT INC.
CONTRACTS REVIEWED BY USDA, 2001 (CONTINUED)**

<u>Contractor</u>	<u>Initiatives</u>
EXPORT (Cont'd.)	
Market Directions	Dairy Farmer Awareness and Attitude Study
Mistral Group, Ltd.	European Market Representation and Program Activities
National Milk Producers Federation	Global Research Activities
	Farm to Consumer Program Activities
PR Consultants	Chinese Market Representation and Program Activities
Pacrim Associates	Southeast Asian Market Representation and Program Activities
Pasin Group	Australia and New Zealand Trade Mission
Patricia R. Fuchs & Associates	USDEC Annual Report Production
Results Direct	USDEC Website Redesign (Phase II)
Promar International	Updated Market Study for Dairy Products in Mexico
Soluciones Cualitativas	Mexican Consumer Awareness and Image Study of Leading Domestic and Foreign Cheese Brands
Stanton, Emms, & Sia	Southeast Asian Cheese Market Study
Stratton Publishing & Marketing, Inc.	Website Consulting Services
Uniflex Marketing	Japanese Market Representation and Program Activities
	Japanese Dry Ingredients Program

MARKET AND ECONOMIC RESEARCH

Beverage Marketing Corporation of NY	Milk Availability Research Study/School Milk Pilot Program
Burelle's Newsclip Analysis Service	Review of the Effectiveness of Generic Milk Programs
CFE Solutions, Inc.	Cheese Media Monitoring and Analysis
CY Research, Inc.	School Milk Pilot Program
D.S. Howard and Associates	Milk and Cheese Creative Testing
Doyle Research Associates	Assessing Viability of Various Milk Sales Promotion Concepts
Erick and Lavidge	Ad Concept Testing
	Cheese Advertising Tracking Activities
	Milk Advertising Tracking Activity
	Milk Claims Assessment Research
Information Resources, Inc.	Milk and Cheese Category Volume Reports
Kaplan Levinson Associates	Qualitative Research for Kid/Mom Strategic Exploration
MSW	Milk and Cheese Advertising Copy Testing
Market Decisions	In-Store Chocolate Milk Promotion Audit
Market Facts	Attitudes and Usage Trends Study

**NATIONAL DAIRY BOARD AND DAIRY MANAGEMENT INC.
CONTRACTS REVIEWED BY USDA, 2001 (CONTINUED)**

<u>Contractor</u>	<u>Initiatives</u>
MARKET AND ECONOMIC RESEARCH (Cont'd.)	
Marketecture	Attitudes and Usage Trends Study Analysis Survey of "Real Seal" Users Tracking Activities of Public Opinion toward Dairy Products and the Dairy Industry Milk Promotion Concept Exploration Qualitative Research for Reputation Management
Meyers Research Center	Evaluation of Fame Game Milk Promotion
NFO Research	Purchase and Analysis of Marketing Data
NPD Group	Cheese Consumption Tracking Activity and CREST Foodservice Data Eating Patterns Data Report Consumer Food Safety Survey
Prime Consulting Group	Milk Innovation Research
RSC - The Quality Measurement Co.	Milk and Cheese Advertising Copy Testing
Roper ASW	Testing and Evaluation for Milk in Schools School Milk Pilot Consulting
Shuster Laboratories	Phase II Milk Cooler Research
Sparks Companies, Inc.	Multi-Client Dairy Industry Study
Spectra Marketing Systems	Marketing Research Activities
Strategic Marketing	Qualitative Marketing Research Assignments
Teri Gacek Associates	Qualitative Marketing Research Assignments
Widener-Burrows and Associates	Qualitative Research for Chocolate Milk Program Analysis
Wirthlin Worldwide	Research Testing Activities Dairy Producer Survey Pyramid Nutrition Education Program Research

APPENDIX E-2

NATIONAL FLUID MILK PROCESSOR PROMOTION BOARD AND INTERNATIONAL DAIRY FOODS ASSOCIATION CONTRACTS REVIEWED BY USDA, 2001

Contract Parties

Susan Baker, M.D.
Susan Barr, Ph.D.
Sarah Berga, M.D.
Robert P. Heaney, M.D. - Creighton University
Medical School
Beverage Marketing Corporation of New York
Dairy & Food Communications, Inc.
Diagnostic Research, Inc.
Flair Communications
FAF Marketing
Information Resources, Inc. (IRI)
Inland Printing Company
Meyers Research Center
Prime Consulting Group, Inc.
Roslow Research Group
SciLucent LLC

Publicidad Siboney Corporation (Siboney USA)

Smith Food and Drug Stores, Inc.
Snyder, Cohn, Collyer, Hamilton & Associates, P.C.
Quality Chekd Dairies, Inc. & Bravo! Foods, Inc.
Uneeda Doll Co.
Widner Burrows

Project Title

Medical Advisory Board Member Services
Medical Advisory Board Member Services
Medical Advisory Board Member Services
Medical Advisory Board Member Services

Market Research Services
Consulting Agreement
Evaluation of Chocolate Milk Television Advertising
Promotional Marketing Services
Sports Marketing Consultant Services
Promotion Measurement Services
Milk Reporting Database Services
Promotion Evaluation Services
Market Research Agreement
Hispanic Market Research
Scientific Research Services
Evaluation of Fluid Milk Health Claims
Hispanic Market Research
Hispanic Market Program Activities
License Agreement
Audit Services
License Agreement
License Agreement
Testing of Chocolate Milk Television Advertisements